

D7.2

WP7

Newsletter 1

Additional description

O – Other, PU – Public

The UniteEurope Consortium:

Participant no.	Participant organisation name	Short name	Country
1 (Coordinator)	INSET Research and Advisory	INSET	Austria
2	Erasmus University Rotterdam - Department of Public Administration	EUR	Netherlands
3	SYNYO GmbH	SYNYO	Austria
4	Imooty Lab	IMOOTY	Germany
5	Malmö University - Institute for Studies of Migration, Diversity and Welfare	MHU	Sweden
6	ZARA, Zivilcourage & Antirassismusarbeit	ZARA	Austria
7	City of Rotterdam	CITYROT	Netherlands
8	City of Malmö	CITYMAL	Sweden
9	University of Potsdam, Department for Public Management	UP	Germany

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1 Purpose of the project newsletter

As outlined in the project proposal, UniteEurope pursues a proactive and multi-channel dissemination and communication strategy addressing various stakeholders, part of which are the newsletters which will appear in three volumes throughout the project period (D7.2, D7.5 and D7.8). Their aim is to share our latest research results in a brief and commonly understandable manner, accurately processed for policy makers and other key actors in the field of migrant integration at local and pan-European level in order to raise their awareness for UniteEurope.

Being embedded in the overall dissemination strategy of the project, the newsletter constitutes a fundamental instrument for addressing target groups beyond the scientific community. As such, it goes in line with our general notion of dissemination and exploitation of project results as formulated in the project proposal, aiming at reaching out to potential and actual target groups and involving them from an early stage on.

2 Collaboration among partners

The first newsletter at hand is a product of intense collaboration within the consortium and is nurtured by contributions from several partners. Whilst deliverable leader INSET was mainly responsible for conceptualising the overall dissemination structure and, in that, placing each newsletter in an appropriate manner in terms of contents and target groups, ZARA gave essential inputs based upon their comprehensive expertise on aspects of public relation. The contents dealt with in this first newsletter are stemming from first research results and are therefore, to a large extent, due to work package leaders and their collaborators. Concerning the layout design, Synyo must be mentioned as essential advisor supporting the deliverable and work package leader INSET. Also, Synyo established the subscribing function on the UniteEurope project website which is further elaborated below. Furthermore, the city partners contributed with contact data which will be used for the distribution of the newsletters.

3 Distribution

The contacts provided by the city partners have added up to our yet established pool of target groups, which consists of:

- **City administrators** and affiliated professionals;
- **Organisations** active in the fields of migrant integration at local and pan-European level; and
- **Responsible persons and institutions** of related national and international projects.

At the occasion of the first issue of our newsletter, INSET will send an invitation and, if deemed necessary, a following reminder to these representatives, suggesting them to access the newsletter on our project website and to subscribe for the subsequent issues. The consortium chose the subscribing function as the more discreet option over the direct e-mail distribution. Also, it allows inviting further visitors of the project website which, to some extent, is supposed to be unknown to the consortium and therefore opens up a larger circle of potential addressees.

4 Outlook

As outlined above, the newsletter at hand is part of a more comprehensive dissemination strategy, aimed at approaching the non-scientific community and, in large parts, potential future users of UniteEurope. In this regard, the newsletter is an essential instrument serving us to reach out and spread the word about our project, research results and possibilities for municipalities, organisations and other target groups.

Since the newsletter will appear in three volumes in total, we will carefully observe first reactions. In particular, aspects such as the number of subscriptions, the relation between invitation-driven visitors of the project webpage and subscribers, but also feedback on a qualitative level (which selected subscribers will be asked for) are going to be essential. These observations and brief surveys will be undertaken during the three months upon distribution and will substantially influence work on the future issues of the newsletter, notably with regards to the layout design, processing of contents and accuracy of the information for the respective target groups.

Whilst the first issue of the newsletter, apart from the project website, can be considered the first actual dissemination measure within the project, issues number two and three will go hand in hand with other measures, such as establishing and tightening relations to media, but also to all target groups and the general public. This is supposed to yield a number of synergies that will positively influence the subsequent issues of the newsletter.